

REMARKS

The Office Action dated April 18, 2007, has been received and carefully noted. The above amendments and the following remarks are being submitted as a full and complete response thereto. Claims 1-9 are pending in this application. By this Amendment, claims 1-4 and 6 are amended. Support for the subject matter of amended claim 1 can be found in the Specification at, for example, page 3, lines 22-25. No new matter has been added. Reconsideration of the application is respectfully requested.

The Office Action objects to claims 2-4 for being in improper dependent form. The claims are amended to overcome the objection by reciting "plural sales agencies." Accordingly, withdrawal of the objection to the claims is respectfully requested.

The Office Action rejects claims 1-9 under 35 U.S.C. § 112, second paragraph. The rejection is respectfully traversed.

The Office Action appears to indicate that claim 1 recites that the communication device is "only" for selection and purchasing the mechanical component (Office Action, page 4, lines 14-15). The claim is not so limited. However, as indicated in the Specification at, for example, page 13, lines 19-25, the communication device includes both order processing means and selection and purchasing means. Thus, the purchaser can access the communication device in order to place an order to purchase the mechanical components and to access the communication device of the supplier over the open network. Accordingly, independent claim 1, and its dependent claims, fulfill the requirements of 35 U.S.C. § 112, second paragraph. Thus, withdrawal of the

rejection of the claims under 35 U.S.C. § 112, second paragraph, is respectfully requested.

The Office Action rejects claims 1-9 under 35 U.S.C. § 103(a) over Vorobiev (U.S. Patent No. 6,651,063). The rejection is respectfully traversed.

The current application claims a marketing support system for allowing a supplier which manufactures and sells to at least one sales agency a mechanical component that includes a communication device including technical information service means for providing technical information required to the purchaser for enabling the purchaser to select the mechanical component, wherein the mechanical component has a rolling element and a sliding bearing, and sales agency introduction means, and a communication device for the sales agency that includes order processing means for taking an order from the purchaser to purchase the mechanical component and selection and purchasing means for the purchaser to access the communication device over the network and to select and purchase the mechanical component from the sales agency, as recited in independent claim 1.

Vorobiev teaches an information storage and management system that precategorizes information in generic categories to which the information generally pertains, to facilitate organization of information with little or no effort on the part of the recipient (Abstract). Vorobiev also teaches that a car manufacturer 312 may elect to install a certain type of CD player, and the car stereo supplier 314 may prepare an Information Pack 318 that includes technical features of the CD player, such as documentation, installation instructions and wholesale price as well as warranty information and user manual (column 15, line 62 – column 16, line 3). Vorobiev further

component 422 can provide information relevant to the car. Accordingly, Vorobiev fails to disclose or suggest order processing means for taking information from the purchaser to purchase the mechanical component, as recited in independent claim 1, because Vorobiev provides the Dynamic Information component and other information not to purchase the car but merely to purchase other items after the purchase of the car, the items being the CD player or the car stereo. Thus, Vorobiev fails to disclose or suggest this feature of independent claim 1.

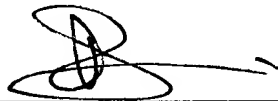
Furthermore, and for the same reason, Vorobiev fails to disclose or suggest order processing means for taking an order from the purchaser to purchase the mechanical components because, as discussed above, the communication between the car manufacturer and the purchaser occurs after the car has already been purchased.

For at least these reasons, Vorobiev fails to disclose each and every feature of independent claim 1. Thus, independent claim 1, and its dependent claims, are patentable over Vorobiev. Accordingly, withdrawal of the rejection of the claims under 35 U.S.C. § 103(a) is respectfully requested.

Should the Examiner determine that any further action is necessary to place this application into better form, the Examiner is encouraged to telephone the undersigned representative at the number listed below.

In the event this paper is not considered to be timely filed, the Applicants hereby petition for an appropriate extension of time. Any fees for such an extension, together with any additional fees that may be due with respect to this paper, may be charged to counsel's Deposit Account No. 01-2300, **referencing Attorney Dkt. No. 100725-00051.**

Respectfully submitted,



Tarik M. Nabi
Registration Number 55,478

Customer Number 004372
ARENT FOX LLP
1050 Connecticut Avenue, NW, Suite 400
Washington, DC 20036-5339
Telephone: 202-857-6000
Fax: 202-638-4810

TMN/elz

teaches that the Dynamic Information 322_A can include ordering, shipping, account balance, sales programs, and engineering solutions information, and could be in the form of a link to the CD manufacturer's website, and also contains recall information that concerns the CD player (column 16, lines 3-10). Also, in the context of a business-to-business application for the organization and management of information about an automobile supplied by the automobile manufacturer in Figure 5, Vorobiev teaches that a Dynamic Information 422 is linked to a web address to an Internet website where the manufacturer maintains and updates information relevant only for the specific model of car and can include integral links to information from the car manufacturer's various relevant vendors, such as from the car stereo manufacturer 314 (column 17, lines 30-37). However, Vorobiev also teaches that "a customer 412 who has a valid User Destination Address buys an automobile model ABC from a car dealer 414" (emphasis added; column 16, lines 57-59), and teaches that subsequent to the purchase of the car, the Dynamic Information 422 component is linked to a web address and contains information relevant to the specific model of car and includes information from the car manufacturer's various vendors, such as from the car stereo manufacturer 314 (column 17, lines 30-37). Accordingly, Vorobiev's Dynamic Information 422, that is relied on by the Office Action to correspond to the claimed order processing means of the communication device of the sales agency, is a Dynamic Information component that provides information relevant to the car and the purchase of other items, such as a CD player and a car stereo, but does not provide a purchaser with information so that the purchaser can purchase the mechanical components (i.e., the car) because, as discussed above, the car has already been purchased before the Dynamic Information